

## TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT											
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL											
CONVEYING PARTY DATA												
<table border="1"><thead><tr><th>Name</th><th>Formerly</th><th>Execution Date</th><th>Entity Type</th></tr></thead><tbody><tr><td>Diageo Chateau &amp; Estate Wines Company</td><td></td><td>10/21/2010</td><td>CORPORATION: CALIFORNIA</td></tr></tbody></table>	Name	Formerly	Execution Date	Entity Type	Diageo Chateau & Estate Wines Company		10/21/2010	CORPORATION: CALIFORNIA				
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Diageo Chateau & Estate Wines Company		10/21/2010	CORPORATION: CALIFORNIA									
RECEIVING PARTY DATA												
Name:	Diageo North America, Inc.											
Street Address:	801 Main Avenue											
City:	Norwalk											
State/Country:	CONNECTICUT											
Postal Code:	06851											
Entity Type:	CORPORATION: CONNECTICUT											
PROPERTY NUMBERS Total: 2												
<table border="1"><thead><tr><th>Property Type</th><th>Number</th><th>Word Mark</th></tr></thead><tbody><tr><td>Serial Number:</td><td>77926734</td><td>COASTAL CITRUS</td></tr><tr><td>Serial Number:</td><td>77964899</td><td>MOON MOUNTAIN BOTTLE NO. TRADITIONAL COPPER POT DISTILLED MASTER DISTILLER</td></tr></tbody></table>	Property Type	Number	Word Mark	Serial Number:	77926734	COASTAL CITRUS	Serial Number:	77964899	MOON MOUNTAIN BOTTLE NO. TRADITIONAL COPPER POT DISTILLED MASTER DISTILLER			
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Serial Number:	77926734	COASTAL CITRUS										
Serial Number:	77964899	MOON MOUNTAIN BOTTLE NO. TRADITIONAL COPPER POT DISTILLED MASTER DISTILLER										
CORRESPONDENCE DATA												
Fax Number:	(202)739-3001											
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>												
Phone:	202.739.5987											
Email:	trademarks@morganlewis.com, asiarkowska@morganlewis.com											
Correspondent Name:	Morgan, Lewis & Bockius LLP											
Address Line 1:	1111 Pennsylvania Avenue, N.W.											
Address Line 2:	TMSU											
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004											
NAME OF SUBMITTER:	Monique E. Liburd											
Signature:	/Monique E. Liburd/											

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TRADEMARK  
REEL: 004303 FRAME: 0110

CH \$65.00 77926734

Date:

10/25/2010

Total Attachments: 1

source=Assignment for COASTAL CITRUS and MOON MOUNTAIN VODKA Label Design#page1.tif

**TRADEMARK ASSIGNMENT**

This Trademark Assignment is made by and between Diageo Chateau & Estate Wines Company, a California corporation with a principal place of business at 240 Gateway Road West, Napa, California 94558 ("**Assignor**") and Diageo North America, Inc., a Connecticut corporation with a principal place of business at 801 Main Avenue, Norwalk, Connecticut 06851 ("**Assignee**").

WHEREAS, the Assignor owns the U.S. trademark applications for: COASTAL CITRUS, Ser. No. 77/926,734 and MOON MOUNTAIN VODKA Label Design, Ser. No. 77/964,899, (hereinafter "the Marks") and the goodwill of the business symbolized thereby, and desires to assign and transfer, effective as of October 21, 2010, all of its right, title, and interest in and to the said Marks to the Assignee.

WHEREAS, the Assignor is using the Marks and has filed the Statements of Use for the Marks with the U.S. Patent and Trademark Office.

WHEREAS, Assignee would like to acquire all of Assignor's right, title and interest in and to the Marks, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and sets over to Assignee, effective as of October 21, 2010, Assignor's entire right, title and interest in and to the Marks and the goodwill symbolized by the Marks, including the right to sue for and receive all damages from past infringements of the Marks arising prior to the effective date of the assignment, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

**Assignor:**

**Diageo Chateau & Estate Wines  
Company**

By: 

Name: Jennifer J. Millones

Title: Authorized Signatory

**Assignee:**

**Diageo North America, Inc.**

By: 

Name: Diane Platt

Title: 

Authorized Signatory